

When gut spasm has 'em

Even if your patients persist with the diet you recommend, it may not be enough to control the pain and spasm of irritable bowel syndrome.

If that is the case, it's a good case for new Merbentyl 20.

A 28-day t.d.s. course of this new presentation of an established antispasmodic should resolve the problem.

So when diet alone just won't do, remember to get it right by writing Merbentyl 20.

PRESCRIBING INFORMATION

PRESENTATION: White, biconvex, oval tablets, stamped Merbentyl 20 containing Dicyclomine Hydrochloride BP 20 mg.

USES: Merbentyl is a smooth muscle antispasmodic primarily indicated for the treatment of functional conditions involving smooth muscle spasm of the gastro-intestinal tract.

DOSAGE & ADMINISTRATION: Adults and children over 12 years: One tablet (20 mg) three times daily before or after meals.

CONTRA-INDICATIONS, WARNINGS, ETC: Known idiosyncrasy to Dicyclomine Hydrochloride BP.

PRECAUTIONS: Products containing dicyclomine hydrochloride should be used with caution in any patient with or suspected of having glaucoma or prostatic hypertrophy. Use with care in patients with hiatus hernia associated with reflux oesophagitis because anticholinergic drugs may aggravate the condition. Since the risk of teratogenicity cannot be excluded with absolute certainty for any product, the drug should be used during pregnancy only if clearly needed.

It is not known whether dicyclomine is secreted in human milk. Because many drugs are excreted in human milk, caution should be exercised when dicyclomine is administered to a nursing woman.

SIDE-EFFECTS: Side-effects seldom occur with Merbentyl. However, in susceptible individuals, dry mouth, thirst and dizziness may occur. On rare occasions, fatigue, sedation, blurred vision, rash, constipation, anorexia, nausea and vomiting, headache and dysuria have also been reported.

PHARMACEUTICAL PRECAUTIONS: None. **LEGAL CATEGORY:**

[POM] PACKAGE QUANTITIES: Packs of 84 tablets. **FURTHER INFORMATION:** Nil. **PRODUCT LICENCE NUMBERS:** PL4425/0081, PA41/5/1. **BASIC NHS PRICE:** 84 tablets £4.89 (Oct. 1986). **NAME AND ADDRESS OF LICENCE HOLDER:** Merrell Dow Pharmaceuticals Limited, Stana Place, Fairfield Avenue, Staines, Middlesex TW18 4SX. **TRADEMARKS:** Merrell, Dow, Merbentyl.

Merrell® Dow

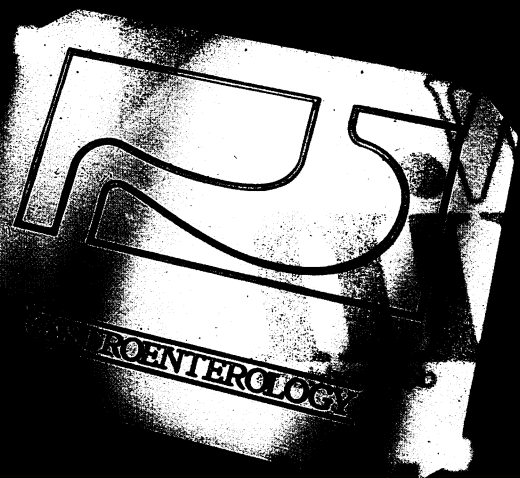


Three times daily
and the right diet

NEW

MERBENTYL

20 mg Dicyclomine Hydrochloride BP antispasmodic



Building on strength

On the strength of our parent company, Merck Sharp & Dohme Limited, one of the largest manufacturers of prescribed medicines in the world.

Building on experience

On the foundations of the extensive history of Thomas Morson Pharmaceuticals, which spans over a century.

Building on research and commitment

On the benefits of sharing over £250 million invested annually by MSD on research, which has helped establish Thomas Morson Pharmaceuticals in a wide range of therapeutic areas, including arthritis and cardiovascular disease.

Building for the future

A future committed to improved patient care through medical advances in all therapeutic areas, notably gastroenterology, and the beneficial implications for the many thousands of sufferers of distressing digestive disorders.

**Thomas Morson Pharmaceuticals—
new directions, new purposes**



Thomas Morson Pharmaceuticals
Hertford Road, Hoddesdon, Hertfordshire
Division of Merck Sharp & Dohme Limited

TABLETS

New.
Evoxin
domperidone

**activates the static
stomach**



**for relief of
nausea and vomiting**

A move in the right direction



Evoxin is a trade mark. Full information available from Sterling Research Laboratories, Onslow Street, Guildford, Surrey GU1 4YS.

(SRL0521) 567

AD · INFINITUM
NOT
AD · NAUSEAM

Salazopyrin EN-tabs

enteric coated sulphasalazine

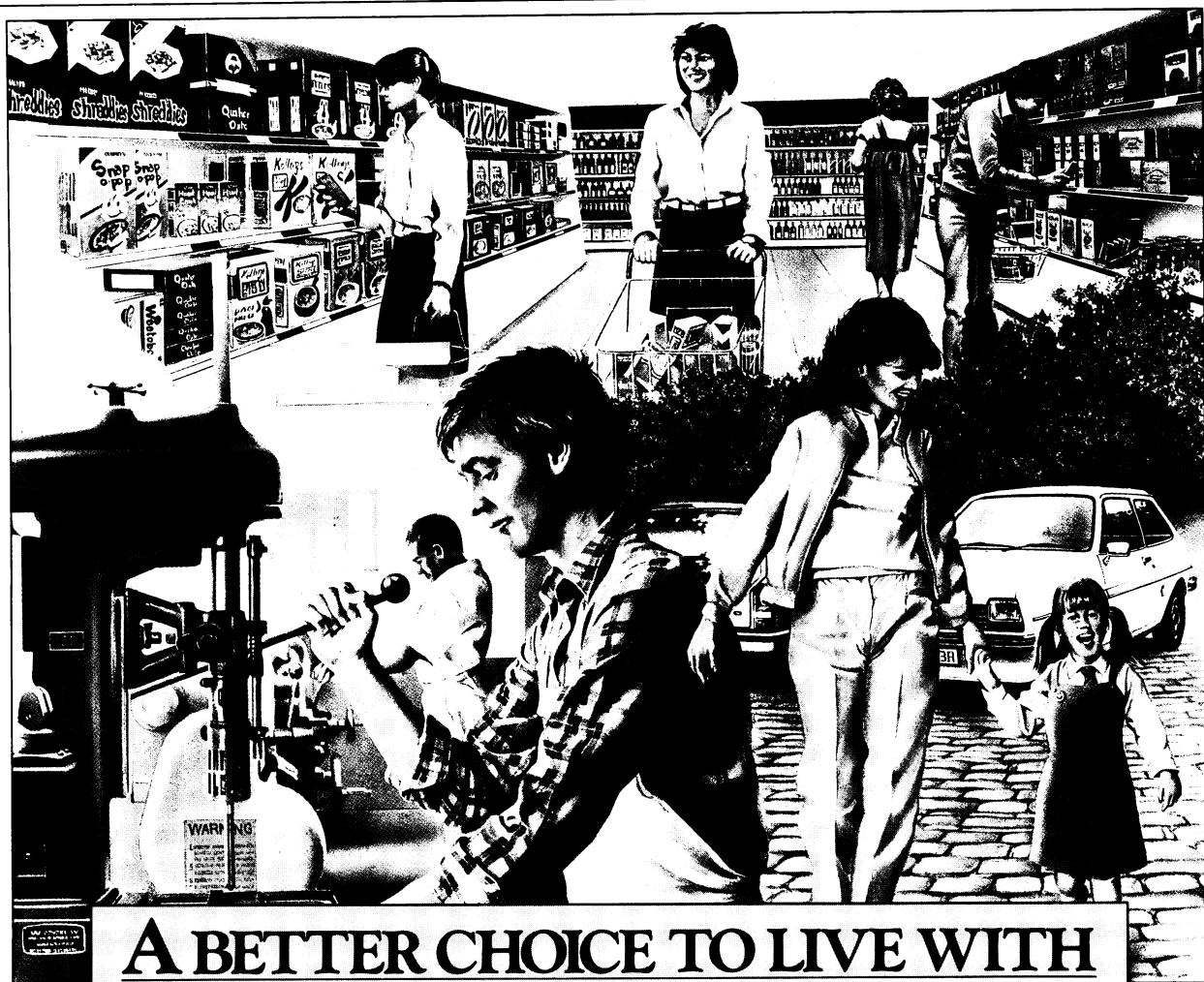
Salazopyrin EN-tabs 'ad infinitum' may mean therapy for life, but it may also mean a 4-fold reduction in relapse rate.¹

Success depends on continued compliance,² – compliance on tolerability. That is why Salazopyrin EN-tabs are enteric-coated to reduce local gastric effects,³ like dyspepsia and nausea.

To encourage your patients to continue therapy even when they are in remission, prescribe Salazopyrin EN-tabs.

It's therapy 'ad infinitum' rather than 'ad nauseam'.

References 1. Dissanayake AS, Truelove SC, Gut, 1973;14:923-96 · 2. Van Hees PAM, J.Clin.Gastroenterol, 1982;4:333-36 · 3. Nielsen OH, Scand J.Gastroenterol, 1982;17:389-93.



A BETTER CHOICE TO LIVE WITH THROUGH THE DAY

A new trial⁽¹⁾ has shown that COLIFOAM is equal in efficacy to prednisolone enemas, but causes significantly less interference in your patients' daily lives. Published evidence now conclusively demonstrates the clear superiority of COLIFOAM compared to liquid enemas:

Efficacy. COLIFOAM is equal in efficacy to prednisolone enemas⁽¹⁾ and hydrocortisone enemas⁽²⁾. Retrograde spread increases with the extent of the disease⁽³⁾ and COLIFOAM can

reach well into the descending colon⁽⁴⁾.

Acceptability. COLIFOAM causes less interference with your patients' daily lives^(1,2,5). COLIFOAM is far easier for your patients to retain^(1,2,5).

Safety. Bioavailability data proves COLIFOAM has extremely low levels of systemic absorption⁽⁶⁾, lower than prednisolone enemas⁽⁷⁾.

Economy. COLIFOAM costs less per dose than standard proprietary enemas⁽⁸⁾.



In distal inflammatory bowel disease. A better choice every time.

References (1) Somerville KW et al. *British Medical Journal* 1985;291:866. (2) Ruddell WSJ et al. *Gut* 1980;21:885-889. (3) Farthing MGI et al. *British Medical Journal* 1979;2:822-824. (4) Rhodes JM. *Journal of Clinical & Hospital Pharmacy* 1983;8:219-232. (5) Gaucher P and Champagnelle B. *Revue Française de Gastroentérologie* 1983;193:35-39. (6) Barr WH et al. *Medical College of Virginia/Virginia Commonwealth University*. FDA bioavailability submission document. October 1981. (7) Lee DAAH et al. *Gut* 1980;21:215-218. (8) MIMS October 1985.

Prescribing Information. Presentation White colourless aerosol foam containing hydrocortisone acetate PhEur 10%. **Uses** Anti-inflammatory corticosteroid therapy for the topical treatment of ulcerative colitis, proctosigmoiditis and granular proctitis. **Dosage and administration** One applicatorful inserted into the rectum once or twice daily for two or three weeks and every second day thereafter. Shake can vigorously before use, illustrated instructions are enclosed with every pack. Satisfactory response usually occurs within five to seven days. **Contra-indications, warnings, etc.** Local contra-indications to the use of intrarectal steroids include obstruction, abscess, perforation, peritonitis, fresh intestinal anastomoses and extensive fistulae. General precautions common to all corticosteroid therapy should be observed during treatment with Colifoam. Treatment should be administered with caution in patients with severe ulcerative disease because of their predisposition to perforation of the bowel wall. Safety during pregnancy has not been fully established. **Pharmaceutical precautions** Pressurized container. Protect from sunlight and do not expose to temperatures above 52°C. Do not pierce or burn even after use. Do not refrigerate. Shake vigorously before use. Keep out of reach of children. For external use only. **Legal category** POM. **Package quantities** Aerosol canister containing 25g (approx. 14 applications) plus a plastic applicator and illustrated leaflet. **Basic NHS cost** 25g plus applicator, £7.25. **Further information** One applicatorful of Colifoam provides a dose of approximately 125mg of hydrocortisone acetate, similar to that used in a retention enema, for the treatment of ulcerative colitis, sigmoiditis and proctitis. **Product Licence No.** 0336/0021. Further information is available on request. **Stafford-Miller Ltd.**, Professional Relations Division, Harfield, Herts. AL11 3SZ.

DO BUGS CAUSE ULCERS?

Photograph by permission of Dr. David Hopwood.

Recent work has shown that a bacterium, *Campylobacter pyloridis*, is present on the gastric mucosa of almost all peptic ulcer patients.¹ Its eradication or recolonisation seems to be related to healing and relapse.² The evidence is strong but not yet conclusive.

De-Nol is the only peptic ulcer healer which has been shown to be antibacterial

to *Campylobacter pyloridis*.³ Other agents such as the H₂ antagonists, at best have no effect.⁴

We do know that De-Nol gives healing rates equal to the H₂ antagonists,^{5,6} and has been shown to reduce relapse rates without maintenance therapy.^{7,8}

Whether it's the bugs or not, De-Nol is the logical choice.

De-Nol[®]

tri-potassium di-citrate bismuthate

REBALANCES THE ULCER EQUATION.

References: 1. Marshall, B.J. et al, *Lancet* 1 (1984) 1311-1315. 2. Axon, A.T., *B.M.J.* 293 (1986) 772. 3. Humphries, H. et al, *Gastroenterology* 90 (1986) 1470. 4. Tytgat, G.N.J. et al, *Scand. J. Gastro.* 21 (suppl. 122) (1986) 22-29. 5. Hamilton, I. et al, *Gut* 24 (1983) 1148-1151. 6. Lee, F.I. et al, *Lancet* (June 8, 1985) 1299-1302. 7. Martin, D. et al *Lancet* 1 (1981) 7-10. 8. Bianchi Porro, G. et al, *B.S.G.* April 1984.

Prescribing information De-Noltab and De-Nol. **Presentation:** De-Noltab is presented as flat round pink tablets, each tablet containing 120mg tri-potassium di-citrate bismuthate (calculated as Bi₂O₃). De-Nol is presented as a clear red liquid in a 560ml bottle containing 120mg tri-potassium di-citrate bismuthate (calculated as Bi₂O₃) in each 5ml. **Uses:** Ulcer healing agent. For the treatment of gastric and duodenal ulcers. **Dosage and administration:** By oral administration. Each tablet is to be crushed in the mouth and swallowed with a draught of water. Each dose of the liquid presentation is to be diluted with 15ml of water. **ADULTS:** One tablet or 5ml dose four times a day on an empty stomach, half an hour before each of the three main meals and two hours after the last meal of the day. The treatment course should be taken for the full 28 day period and it is important that a dose is not missed. If necessary, one further course of therapy may be given. Maintenance therapy with De-Noltab/De-Nol is not indicated. **CHILDREN:** As for adults. **Contra-Indications, Warnings, etc:** De-Noltab and De-Nol should not be administered to patients with renal disorders, and on theoretical grounds the products are contra-indicated in pregnancy. **SPECIAL PRECAUTIONS:** De-Noltab and De-Nol may inhibit the efficacy of orally administered tetracyclines. **SIDE EFFECTS:** Blackening of the stool usually occurs. Darkening of the tongue, nausea and vomiting have been reported. **OVERDOSAGE:** No reports of overdose have been received; gastric lavage and, if necessary, supportive therapy would be indicated. **Pharmaceutical precautions:** Normal pharmaceutical storage and handling are indicated. **Legal category:** P. **Package quantities:** DE-NOLTAB: Foil treatment packs of 112 tablets. DE-NOL: Treatment packs of 560ml. **Basic N.H.S. Price:** De-Noltab £18.00. De-Nol £12.74. **GMS Price (Ire):** De-Noltab IR£19.03. De-Nol IR£12.38. **Further information:** Some patients with an associated gastritis may experience an initial discomfort whilst taking De-Nol liquid. Milk should not be drunk by itself during the course of treatment as this can prevent the medicine from working properly. Small quantities of milk on a breakfast cereal or in tea or coffee taken with meals are permissible. Antacids should not be taken for half an hour before or half an hour after taking a dose of De-Noltab/De-Nol as these can interfere with the action of the drug. **Product Licence Numbers:** De-Noltab: 0166/0102. De-Nol: 0166/5024. **Product Authorisation Numbers:** De-Noltab 62/22/1. De-Nol 62/23/1.

Gist-brocades

Brocades/Great Britain/Limited, West Byfleet, Surrey.

How to stop your ulcer therapy going up in smoke

Numerous reports have linked cigarette smoking and peptic ulcer disease. Cigarette smoking has an adverse effect on healing rates of duodenal ulcer in patients treated with antacid, cimetidine or ranitidine.¹ It is best for your patient to try to stop smoking but success is not guaranteed.

However recent trials^{2,3} have shown that duodenal ulcer healing rates with Antepsin are unaffected by smoking.

A comparative study showed that healing rates in smokers treated with Antepsin (81.6%) were significantly ($p < 0.05$) better than in smokers treated with cimetidine (62.5%).²

So if your ulcer patient can't or won't give up smoking remember . . .



Antepsin[®] sucralfate heals smokers' ulcers

Abbreviated Prescribing Information

Refer to data sheet for full prescribing information.

Presentation: Antepsin tablets contain 1 gram sucralfate. PL0607/0045, PA149/4/2, pack size 100 tablets, £12.50. **Uses:** duodenal ulcer, gastric ulcer and chronic gastritis. **Dosage and Administration:** Adults, orally 1 gram 4 times a day to be taken one hour before meals and at bedtime. For ease of administration Antepsin tablets may be dispersed in 10-15ml of water.

Precautions: renal dysfunction, pregnancy, nursing women (see data sheet). **Drug Interactions:** Antepsin may reduce the bioavailability of certain drugs: tetracycline, phenytoin, cimetidine and digoxin. Administration of Antepsin with any of these drugs should be separated by two hours. Warfarin (see data sheet). **Side effects:** constipation. **Legal Category:** POM.

References

1. Richardson C.T. Am J Med 1985; 78 (Suppl 2): 177.
2. Lam S.K. et al. Data presented at the 4th World Congress, Gastroenterology, Brazil, 1986.
3. Transcarter G. Am J Med 1985; 78 (Suppl 2): 181-185.

Date of preparation: December 1985.
Antepsin is a registered trade mark.

533 12 86



Ayerst Laboratories Ltd.
South Way, Andover, Hampshire SP10 5ET
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IN IRRITABLE BOWEL

SpasmonalTM

alverine citrate

Objective assessment in a recent hospital study demonstrated that SPASMONAL significantly reduces colonic motor activity,⁽¹⁾ providing relief from gut spasm and pain.

SPASMONAL has been proven to relieve colicky pain and help normalise bowel habit; to be at least as effective as mebeverine⁽²⁾ with the advantage of being lactose free.

Rx 1 capsule tds (100)

Presentation: Blue/grey opaque hard gelatin capsules each containing 60mg Alverine Citrate USNF XIII.

Uses: Selective smooth muscle spasmolytic.

Dosage and administration: Adults 1 or 2 capsules one to three times daily, orally. No specific dosage recommendation can be made for children.

Contra-indications, warnings, etc: Nil.

Pharmaceutical precautions: Store in a cool dry place.

Legal category: P.

Package quantities: 100 capsules.

Usual daily treatment cost: 30 pence.

Further information: Alverine citrate is a synthetic non-narcotic, non-habit-forming spasmolytic of a low order of toxicity in comparison with other antispasmodics. It has a specific effect on the smooth muscle of the intestine and uterus, but not on that of the respiratory or cardiovascular system.
Product licence number: 0322/5014.

(1) Trotman, I.F. Presented at the XII International Congress of Gastroenterology, Lisbon, 1984.

(2) Tudor, G.J., Br J Clin Pract 1986; 40: 276-278.

Spasmonal is a British Product.

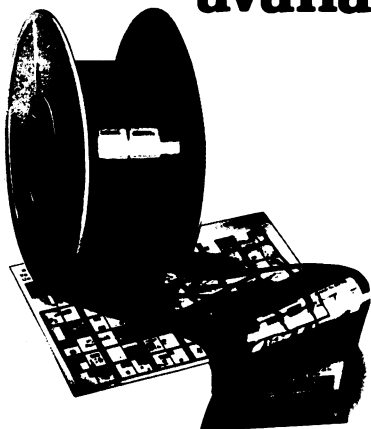
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